

<i>NATIONAL WEATHER SERVICE INSTRUCTION 1-404</i> <i>January 5, 2010</i>	
<i>Administration and Management</i> <i>Human Capital NWSPD 1-4</i>	
<i>Internal (Employee) Communications</i>	
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<i>SUMMARY OF REVISIONS:</i> Supersedes NWSI 1-404 dated August 16, 2004. Updates <i>NWS Focus</i> submission procedures for articles, photos, and Employee Milestones.	

<u>Curtis Carey</u>	<u>12-22-09</u>
Curtis D. Carey	Date
Director, Communications Office	

Internal (Employee) Communications

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1. Objective. The objective of the national internal communications program is to communicate news to help employees, contractors and managers stay aware of information relevant to their jobs and help the agency meet performance goals. The program helps employees understand and clearly communicate the NWS mission, vision, goals, policies, and priorities. Through this program employees can voice issues and share information.
2. Overview. Keeping communication lines open between employees and managers is an important function of any successful organization. The National Weather Service’s national internal communications program shares news and information within the organization, encourages cross-fertilization of ideas and best practices, and encourages information flow between all levels of the organization and with NOAA Headquarters.
- 2.1 Roles of Communicators. The Communications Office provides writing/editorial assistance, management and employee counsel on communication strategies (including use of the Internet and new media) and message development.

Social Media and Social Networking web sites and other emerging technologies offer new ways for employees to interact as never before possible. General social media technology includes blogs, wikis, and message boards. The Office of Communication will endeavor to leverage these new technologies as appropriate for internal communications purposes.

The Communications Office will develop and manage employee communications vehicles including the online employee newsletter *NWS Focus*, and maintain a web site to help employees and management communicate better with each other and with external

audiences. The Communications Office will determine information content, and will establish, maintain, and measure the effectiveness of the national internal communications program. The NWS Headquarters offices, Regional Headquarters offices, national centers, and field offices will share information and topics of interest with their employees, and will identify information and topics of interest to an NWS-wide audience and share this information and story suggestions with W/COM. Appendix A, *NWS Focus* Submission Guidelines, provide guidelines for submitting information, articles, story ideas, and photographs to *NWS Focus*.

3. Measurement. The NWS Communications Office will use a variety of research methods, including feedback from offices and centers, surveys, Internet “hit” statistics, employee e-mail, and employee focus groups, to gather and analyze the effectiveness of *NWS Focus* and other internal communications methods. Research findings will be shared with employees and management.

Appendix A - NWS Focus Submission Guidelines

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1. Introduction: **NWS Focus** is an online publication www.nws.noaa.gov/com/nwsfocus which delivers news and information of interest to NWS employees, managers, and contractors.

2. Submitting articles and story ideas: The NWS Communications Office encourages employees and managers to submit story ideas and articles for **NWS Focus**. Check with your Regional Headquarters, Center, or Office management for help with writing and guidance on clearing potential **NWS Focus** articles.

2.1. Length: Articles should be no longer than one single-spaced page.

2.2. Topic: Story topics should be of interest to NWS employees at large and be written for a non-technical audience.

2.3. Style: Submitters should study the content and format of stories in past issues of **NWS Focus** and match the style of writing. The most important consideration for organizing a news story is to put the most important information up front. Articles are written in a journalistic style, with a summary introductory sentence which covers the who, what, when, where, why, and how of an issue that is of interest to NWS employees, followed in succeeding sentences with more detail. (A good reference for this style of writing can be found in the government Communicators Guide, available at <http://www.nws.noaa.gov/directives/toolkit/toolkit.htm>). The Communications Office staff will work with interested submitters to help them put together a story.

2.4. How to Submit: Send submissions by e-mail to NWS.Focus@noaa.gov. For tracking purposes, reference the content of your submission in your e-mail subject line (for example, instead of using "Focus Article" as your e-mail subject line, use "Focus Article on Denver Airshow").

3. Submitting photos: Photos that show NWS employees at work or interacting with partners, users, or their communities adds an element of interest to *NWS Focus*. Photos of employees at work are used in a variety of other communications tools, from exhibits and displays to publications.

To increase your chances of getting one great photo, take many more photos than you think you could need. Move around with the camera to vary the angles and point of view. Posed photos are acceptable, but try to take candid, unposed of people doing their jobs and not staring at the camera.

Submit photos as low resolution images (72 dots per inch is all that is necessary for display on a computer screen). Save the electronic image in the JPEG format, and attach it to an e-mail with information about who is pictured, what action is taking place, the location of the photo, when it was taken and who took the photo. Send submissions to NWS.Focus@noaa.gov. Reference the content of your submission in your e-mail subject line.

4. Submitting Employee Milestones: *NWS Focus* publishes a monthly Employee Milestones section that recognizes promotions, transfers, departures and retirements.

4.1. Objective: The objective of the Employee Milestones section is to keep the NWS family apprised of career changes among colleagues and foster a sense of community within the agency.

Each Regional Director, Office Director, National Center Director, and Assistant Administrator's Staff Officer (or their appointed representative) submits a list of employee transitions for the current calendar month. Refer to Examples 1 and 2 for the correct format for submissions.

The NWS Communications Office compiles the milestones information submitted by participating offices and formats it for online publication in *NWS Focus*.

4.2. How and When to Submit: Employee Milestone lists should be sent by e-mail to the Communications Office by close of business on the 15th of the month. Lists summarizing the current month's activity (promotions/transfers and retirements/departures, with effective dates occurring that month) should be submitted as an Excel or Word file attachment to NWS.Focus@noaa.gov. Lists should be sent in a table format as presented in the examples below.

4.3. Details to Submit: New Appointments/Transfers: In the list of promotions/transfers (Example 1), provide the person's full name (last name first, including "nickname" or first name the person commonly uses if different from the full name), effective start date (month, day, year), new job title and duty location (WFO or RFC name or Office/Center name, city, state),

and also provide the former job title and former duty location (again the WFO or RFC name or Office/Center name, city, state). If the person is coming from outside government, you may provide the name and location of previous employer, or, if a recent college graduate, the school name and degree they earned.

Example 1

NEW APPOINTMENTS/TRANSFERS

NAME	OFFICE	TITLE	EFFECTIVE DATE	NOTE*
Smith, Guy O.	WFO Omaha, NE	MIC	7/15/2004	Outside Hire
Kramer, Molly A.	Storm Prediction Center, Norman, OK	WCM	7/15/2004	Former WCM of WFO Albany, NY

* Indicate if employee came from another NWS office or hired from outside.

4.4. Details to Submit: Retirements/Departures: Identify these individuals by full name (last name first, including “nickname” or first name the person commonly uses if different from the full name), job title, duty location (WFO or RFC name or Office/Center name, city, state), and, if applicable, effective retirement date (month, day, year). If available, please also include the total years of federal service for the retirees. NOTE: Before submitting years of federal service, get permission from the individual concerned.

Example 2

RETIREMENTS/DEPARTURES

NAME	OFFICE	TITLE	EFFECTIVE DATE	NOTE**
Katz, Tom D. “Harry”	WFO Charleston, SC	MIC	7/14/2004	Retirement, 36 years
Mouse, Jerry B.	W/COM	Office Director	7/14/2004	Retirement, 25 years
Smith, Johnson K. “Johnny”	WFO Fort Worth, TX	Electronics Technician	7/28/2004	Retirement, 28 years
Stream, Jedediah T. “Jet”	Mid Atlantic RFC	Administrative Assistant	7/28/2004	Resigned

** For retirements, indicate “Retirement” and, if available, include total years of federal service.

4.5. Details to Submit: Employee Educational Degrees/Recognitions Earned: Please provide the person's full name (last name first, including "nickname" or first name the person commonly uses if different from the full name), job title, duty location (WFO or RFC name or Office/Center name, city, state), name/description of the degree and name of the school where the degree was earned, and date (month/year) the degree was received. For community recognitions, include the name of the award or recognition, and name of the organization bestowing the recognition.

Example 3

EMPLOYEE EDUCATIONAL DEGREES/RECOGNITIONS EARNED

NAME	OFFICE	TITLE	EFFECTIVE DATE	NOTE**
Katz, Tom D. "Harry"	WFO Anchorage, AK	MIC	7/14/2004	Length of Service Award, 15 Years
Mouse, Jerry B.	W/COM	Office Director	7/14/2004	Received a Master's of Arts in Geography from Arizona State University
Smith, Johnson K. "Johnny"	WFO Fort Worth, TX	Electronics Technician	7/28/2004	Named Faculty of the Year, for Texas Community College.